

Run of Site - Desktop

Description:

In a desktop **Run of Site campaign (RoS)**, the advertising is displayed **without targeting** in all sections and subpages, except on the homepage.

Specifications	Required input
[1] Creatives for desktop	billboard or halfpage ad or medium rectangle
Volume	Number of impressions (availability query after consultation if necessary)
Date	Period of the campaign

The screenshot shows the finanzen.net website. At the top right, there is a large advertisement for OSKAR's ETF-Sparplan. The ad features a woman smiling and the text: "ETF-Sparplan kann jetzt jeder. Intelligenter Sparplan schon ab 25€ Sparrate im Monat. Ideal für Anfänger:innen." A Trustpilot rating of 4.7 is also visible. The website layout includes a navigation bar, a main content area with market overview charts, and a sidebar with additional ads.

Example:

https://www.finanzen.net/etf?ast_override_div=superbanner:605544169,mrec:605543919,sky:615835638

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